

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36632  
**Alt Order #:** 08828872  
**Product Desc:** REPUBLICAN JEWISH CO  
**Estimate:**  
**Flight Dates:** 09/17/12 - 10/21/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Shelly Mooney  
**Sales Office:** K-DAL  
**Sales Region:** National

**Agency**  
**Name:** Jamestown Associates  
**Buying Contact:**  
**Billing Contact:**  
 5937 Jones Creek Road  
 Baton Rouge, LA 70817

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Republican Jewish Coalition  
**Demographic:** A35-64  
**Product Codes:** PO4  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 01/17/09  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/30/12 | 60      | \$65,500.00  | \$55,675.00 |
| 10/01/12   | 10/21/12 | 59      | \$113,250.00 | \$96,262.50 |

## Totals

| Month          | # Spots    | Gross Amount        | Net Amount          | Rating      |
|----------------|------------|---------------------|---------------------|-------------|
| September 2012 | 60         | \$65,500.00         | \$55,675.00         | 0.00        |
| October 2012   | 59         | \$113,250.00        | \$96,262.50         | 0.00        |
| <b>Totals</b>  | <b>119</b> | <b>\$178,750.00</b> | <b>\$151,937.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Shelly Mooney     |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 18%   | \$178,750.00 |
| Market      | 100%  | \$993,055.56 |

## Competitive Share

| Competitive Share | Share | Total        |
|-------------------|-------|--------------|
| CABLE             | 0%    | \$0.00       |
| KBLR              | 0%    | \$0.00       |
| KFBT              | 0%    | \$0.00       |
| KINC              | 0%    | \$0.00       |
| KTNV              | 19%   | \$188,680.56 |
| KTUD              | 0%    | \$0.00       |
| KVBC              | 0%    | \$0.00       |
| KVVU              | 13%   | \$129,097.22 |
| KVWB              | 0%    | \$0.00       |
| LV1               | 0%    | \$0.00       |
| UNKWN             | 0%    | \$0.00       |

| Ln  | Ch | Start    | End      | Inventory Code    | Break | Start/End Time | Days    | Len | Spots | Rate       | Pri | Rtg  | Type | Spots | Amount     |
|-----|----|----------|----------|-------------------|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| N 2 | 8  | 10/01/12 | 10/19/12 | 8 News Now 6a M-F | CM    | 6-7a           | MTWTF-- | :30 | 4     | \$1,200.00 | LV1 | 0.00 | NM   | 4     | \$4,800.00 |
|     |    |          |          | 8 News Now 6a M-F |       |                |         |     |       |            |     |      |      |       |            |

## MORNING NEWS

| Start Date     | End Date | Weekdays | Spots/Week | Rate       | Rating |
|----------------|----------|----------|------------|------------|--------|
| Week: 10/01/12 | 10/07/12 | MTWTF--  | 2          | \$1,200.00 | 0.00   |
| Week: 10/08/12 | 10/14/12 | -----    | 0          | \$0.00     | 0.00   |

|               |                             |
|---------------|-----------------------------|
| Advertiser:   | Republican Jewish Coalition |
| Product Desc: | REPUBLICAN JEWISH CO        |
| Estimate:     |                             |

KLAS

| Ln                   | Ch | Start             | End             | Inventory Code  | Break | Start/End Time Days      | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----------------------|----|-------------------|-----------------|---|-------|--------------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 2                  | 8  | 10/01/12          | 10/19/12        | 8 News Now 6a M-F<br>8 News Now 6a M-F                | CM    | 6-7a MTWTF--             | :30 | 4                 | \$1,200.00  | LV1 | 0.00          | NM   | 4     | \$4,800.00 |
| MORNING NEWS         |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                          |     | 2                 | \$1,200.00  |     | 0.00          |      |       |            |
| N 4                  | 8  | 10/01/12          | 10/12/12        | CBS This Morning 7-9a CM<br>CBS This Morning          |       | 7-9a MTWTF--             | :30 | 4                 | \$1,000.00  | LV1 | 0.00          | NM   | 4     | \$4,000.00 |
| THE EARLY SHOW       |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                          |     | 2                 | \$1,000.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                          |     | 2                 | \$1,000.00  |     | 0.00          |      |       |            |
| N 6                  | 8  | 10/01/12          | 10/19/12        | Live w/Kelly<br>Live With Regis & Kelly               | CM    | 9-10a MTWTF--            | :30 | 4                 | \$850.00    | LV2 | 0.00          | NM   | 4     | \$3,400.00 |
| LIVE WITH KELLY      |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                          |     | 2                 | \$850.00    |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | -----   |       |                          |     | 0                 | \$0.00      |     | 0.00          |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                          |     | 2                 | \$850.00    |     | 0.00          |      |       |            |
| N 8                  | 8  | 10/01/12          | 10/19/12        | 8 News Now Noon M-F CM<br>8 News Now Noon M-F         | CM    | 12-1230p MTWTF--         | :30 | 3                 | \$850.00    | LV2 | 0.00          | NM   | 3     | \$2,550.00 |
| NOON NEWS            |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                          |     | 1                 | \$850.00    |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                          |     | 1                 | \$850.00    |     | 0.00          |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                          |     | 1                 | \$850.00    |     | 0.00          |      |       |            |
| N 10                 | 8  | 10/01/12          | 10/19/12        | 8 News Now 5-630p M-F CM<br>8 News Now 5-630p M-F     | CM    | 5-630p MTWTF--           | :30 | 8                 | \$1,500.00  | LV2 | 0.00          | NM   | 6     | \$9,000.00 |
| EVENING NEWS ROTATOR |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                          |     | 4                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                          |     | 2                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | -----   |       |                          |     | 0                 | \$0.00      |     | 0.00          |      |       |            |
| N 12                 | 8  | 10/01/12          | 10/19/12        | 8 News Now 11p M-F CM<br>8 News Now 11p M-F           | CM    | 11-1135p MTWTF--         | :30 | 2                 | \$2,200.00  | LV1 | 0.00          | NM   | 4     | \$8,800.00 |
| NEWS AT 11P          |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                          |     | 2                 | \$2,200.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | -----   |       |                          |     | 0                 | \$0.00      |     | 0.00          |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                          |     | 2                 | \$2,200.00  |     | 0.00          |      |       |            |
| 13                   | 8  | 09/23/12          | 09/30/12        | CBS News Sunday Morning CM<br>CBS News Sunday Morning | CM    | CBS Sunday Morning-----S | :30 | 2                 | \$1,500.00  | LV1 | 0.00          | NM   | 4     | \$6,000.00 |
| CBS SUN MORNING      |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 09/17/12          | 09/23/12        | -----S  |       |                          |     | 2                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 09/24/12          | 09/30/12        | -----S  |       |                          |     | 2                 | \$1,500.00  |     | 0.00          |      |       |            |
| 15                   | 8  | 09/23/12          | 10/21/12        | 8 News Now Sun AM #2 CM<br>8 News Now Sun AM #2       | CM    | 8 News Now Sun AM-----S  | :30 | 1                 | \$1,500.00  | LV1 | 0.00          | NM   | 5     | \$7,500.00 |
| NEWS NOW             |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 09/17/12          | 09/23/12        | -----S  |       |                          |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 09/24/12          | 09/30/12        | -----S  |       |                          |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/01/12          | 10/07/12        | -----S  |       |                          |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/08/12          | 10/14/12        | -----S  |       |                          |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| Week:                |    | 10/15/12          | 10/21/12        | -----S  |       |                          |     | 1                 | \$1,500.00  |     | 0.00          |      |       |            |
| 16                   | 8  | 09/23/12          | 09/30/12        | 8 News Now Sun 11p CM<br>8 News Now Sun 11p           | CM    | 11-1135P -----S          | :30 | 1                 | \$900.00    | LV1 | 0.00          | NM   | 2     | \$1,800.00 |
| NEWS AT 11P          |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |
|                      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                          |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                |    | 09/17/12          | 09/23/12        | -----S  |       |                          |     | 1                 | \$900.00    |     | 0.00          |      |       |            |
| Week:                |    | 09/24/12          | 09/30/12        | -----S  |       |                          |     | 1                 | \$900.00    |     | 0.00          |      |       |            |
| 17                   | 8  | 10/07/12          | 10/21/12        | 8 News Now Sun 11p CM<br>8 News Now Sun 11p           | CM    | 11-1135P -----S          | :30 | 1                 | \$1,100.00  | LV2 | 0.00          | NM   | 3     | \$3,300.00 |
| NEWS AT 11P          |    |                   |                 |   |       |                          |     |                   |             |     |               |      |       |            |

|                      |                                    |             |
|----------------------|------------------------------------|-------------|
| <b>Advertiser:</b>   | <u>Republican Jewish Coalition</u> |             |
| <b>Product Desc:</b> | <u>REPUBLICAN JEWISH CO</u>        | <b>KLAS</b> |
| <b>Estimate:</b>     |                                    |             |

| Ln              | Ch | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount      |
|-----------------|----|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| 17              | 8  | 10/07/12          | 10/21/12        | 8 News Now Sun 11p<br>8 News Now Sun 11p       | CM    | 11-1135P       | -----S  | :30 | 1                 | \$1,100.00  | LV2 | 0.00          | NM   | 3     | \$3,300.00  |
| NEWS AT 11P     |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 10/01/12          | 10/07/12        | -----S   |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |      |       |             |
| Week:           |    | 10/08/12          | 10/14/12        | -----S   |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |      |       |             |
| Week:           |    | 10/15/12          | 10/21/12        | -----S   |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |      |       |             |
| 18              | 8  | 09/19/12          | 09/21/12        | 8 News Now 6a M-F<br>8 News Now 6a M-F         | CM    | 6-7a           | --WTF-- | :30 | 5                 | \$900.00    | LV1 | 0.00          | NM   | 5     | \$4,500.00  |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 5                 | \$900.00    |     | 0.00          |      |       |             |
| 19              | 8  | 09/19/12          | 09/21/12        | CBS This Morning 7-9a<br>CBS This Morning      | CM    | 7-9a           | --WTF-- | :30 | 4                 | \$800.00    | LV1 | 0.00          | NM   | 4     | \$3,200.00  |
| THE EARLY SHOW  |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 4                 | \$800.00    |     | 0.00          |      |       |             |
| 20              | 8  | 09/19/12          | 09/21/12        | Live w/Kelly<br>Live With Regis & Kelly        | CM    | 9-10a          | --WTF-- | :30 | 4                 | \$750.00    | LV1 | 0.00          | NM   | 4     | \$3,000.00  |
| LIVE WITH KELLY |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 4                 | \$750.00    |     | 0.00          |      |       |             |
| 21              | 8  | 09/19/12          | 09/21/12        | 8 News Now Noon M-F<br>8 News Now Noon M-F     | CM    | 12-1230p       | --WTF-- | :30 | 3                 | \$750.00    | LV1 | 0.00          | NM   | 3     | \$2,250.00  |
| NOON NEWS       |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 3                 | \$750.00    |     | 0.00          |      |       |             |
| 22              | 8  | 09/19/12          | 09/21/12        | 8 News Now 5-630p M-F<br>8 News Now 5-630p M-F | CM    | 5-630p         | --WTF-- | :30 | 9                 | \$1,300.00  | LV1 | 0.00          | NM   | 9     | \$11,700.00 |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 9                 | \$1,300.00  |     | 0.00          |      |       |             |
| 23              | 8  | 09/19/12          | 09/21/12        | 8 News Now 11p M-F<br>8 News Now 11p M-F       | CM    | 11-1135p       | --WTF-- | :30 | 2                 | \$1,900.00  | LV1 | 0.00          | NM   | 2     | \$3,800.00  |
| NEWS AT 11P     |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/17/12          | 09/23/12        | --WTF--  |       |                |         |     | 2                 | \$1,900.00  |     | 0.00          |      |       |             |
| 24              | 8  | 09/24/12          | 09/28/12        | 8 News Now 6a M-F<br>8 News Now 6a M-F         | CM    | 6-7a           | M--TF-- | :30 | 4                 | \$900.00    | LV1 | 0.00          | NM   | 4     | \$3,600.00  |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/24/12          | 09/30/12        | M--TF--  |       |                |         |     | 4                 | \$900.00    |     | 0.00          |      |       |             |
| 25              | 8  | 09/24/12          | 09/28/12        | CBS This Morning 7-9a<br>CBS This Morning      | CM    | 7-9a           | M--TF-- | :30 | 4                 | \$800.00    | LV1 | 0.00          | NM   | 4     | \$3,200.00  |
| THE EARLY SHOW  |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/24/12          | 09/30/12        | M--TF--  |       |                |         |     | 4                 | \$800.00    |     | 0.00          |      |       |             |
| 26              | 8  | 09/24/12          | 09/28/12        | Live w/Kelly<br>Live With Regis & Kelly        | CM    | 9-10a          | M--TF-- | :30 | 4                 | \$750.00    | LV1 | 0.00          | NM   | 4     | \$3,000.00  |
| LIVE WITH KELLY |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/24/12          | 09/30/12        | M--TF--  |       |                |         |     | 4                 | \$750.00    |     | 0.00          |      |       |             |
| 27              | 8  | 09/24/12          | 09/28/12        | 8 News Now Noon M-F<br>8 News Now Noon M-F     | CM    | 12-1230p       | M--TF-- | :30 | 3                 | \$750.00    | LV1 | 0.00          | NM   | 3     | \$2,250.00  |
| NOON NEWS       |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/24/12          | 09/30/12        | M--TF--  |       |                |         |     | 3                 | \$750.00    |     | 0.00          |      |       |             |
| 28              | 8  | 09/24/12          | 09/28/12        | 8 News Now 5-630p M-F<br>8 News Now 5-630p M-F | CM    | 5-630p         | M--TF-- | :30 | 8                 | \$1,300.00  | LV1 | 0.00          | NM   | 8     | \$10,400.00 |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
| Week:           |    | 09/24/12          | 09/30/12        | M--TF--  |       |                |         |     | 8                 | \$1,300.00  |     | 0.00          |      |       |             |
| 29              | 8  | 09/24/12          | 09/28/12        | 8 News Now 11p M-F<br>8 News Now 11p M-F       | CM    | 11-1135p       | M--TF-- | :30 | 2                 | \$1,900.00  | LV1 | 0.00          | NM   | 2     | \$3,800.00  |
| NEWS AT 11P     |    |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |             |

Order / Rev: 36632  
 Alt Order #: 08828872  
 Flight Dates: 09/17/12 - 10/21/12

Advertiser: Republican Jewish Coalition  
 Product Desc: REPUBLICAN JEWISH CO  
 Estimate: KLAS

| Ln          | Ch | Start             | End             | Inventory Code                                  | Break | Start/End Time Days   | Len  | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount       |
|-------------|----|-------------------|-----------------|---|-------|-----------------------|------|-------------------|-------------|-----|---------------|------|-------|--------------|
| 29          | 8  | 09/24/12          | 09/28/12        | 8 News Now 11p M-F<br>8 News Now 11p M-F        | CM    | 11-1135p M--TF--      | :30  | 2                 | \$1,900.00  | LV1 | 0.00          | NM   | 2     | \$3,800.00   |
| NEWS AT 11P |    |                   |                 |   |       |                       |      |                   |             |     |               |      |       |              |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 09/24/12          | 09/30/12        | M--TF--   |       |                       |      | 2                 | \$1,900.00  |     | 0.00          |      |       |              |
| N30         | 8  | 10/01/12          | 10/21/12        | 8 News Now 6a M-F<br>8 News Now 6a M-F          | CM    | 6-7a MTWTF--          | 1:00 | 1                 | \$2,400.00  | LV1 | 0.00          | NM   | 4     | \$9,600.00   |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                       |      | 1                 | \$2,400.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 1                 | \$2,400.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                       |      | 2                 | \$2,400.00  |     | 0.00          |      |       |              |
| N31         | 8  | 10/01/12          | 10/21/12        | CBS This Morning 7-9a<br>CBS This Morning       | CM    | 7-9a MTWTF--          | 1:00 | 1                 | \$2,000.00  | LV1 | 0.00          | NM   | 4     | \$8,000.00   |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                       |      | 1                 | \$2,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 2                 | \$2,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                       |      | 1                 | \$2,000.00  |     | 0.00          |      |       |              |
| N32         | 8  | 10/01/12          | 10/21/12        | Live w/Kelly<br>Live w/Kelly                    | CM    | 9-10a MTWTF--         | 1:00 | 1                 | \$1,700.00  | LV2 | 0.00          | NM   | 4     | \$6,800.00   |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                       |      | 1                 | \$1,700.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 2                 | \$1,700.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                       |      | 1                 | \$1,700.00  |     | 0.00          |      |       |              |
| N33         | 8  | 10/01/12          | 10/21/12        | 8 News Now Noon M-F<br>8 News Now Noon M-F      | CM    | 12-1230p MTWTF--      | 1:00 | 1                 | \$1,700.00  | LV2 | 0.00          | NM   | 3     | \$5,100.00   |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                       |      | 1                 | \$1,700.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 1                 | \$1,700.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                       |      | 1                 | \$1,700.00  |     | 0.00          |      |       |              |
| N34         | 8  | 10/01/12          | 10/21/12        | 8 News Now 5-630p M-F<br>8 News Now 5-630p M-F  | CM    | 5-630p MTWTF--        | 1:00 | 1                 | \$3,000.00  | LV2 | 0.00          | NM   | 9     | \$27,000.00  |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | MTWTF--   |       |                       |      | 2                 | \$3,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 4                 | \$3,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | MTWTF--   |       |                       |      | 3                 | \$3,000.00  |     | 0.00          |      |       |              |
| N35         | 8  | 10/01/12          | 10/12/12        | 8 News Now 11p M-F<br>8 News Now 11p M-F        | CM    | 11-1135p MTWTF--      | 1:00 | 1                 | \$4,400.00  | LV1 | 0.00          | NM   | 1     | \$4,400.00   |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | -----   |       |                       |      | 0                 | \$0.00      |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | MTWTF--   |       |                       |      | 1                 | \$4,400.00  |     | 0.00          |      |       |              |
| N36         | 8  | 10/07/12          | 10/21/12        | CBS News Sunday Morn<br>CBS News Sunday Morning | CM    | CBS Sunday Morn-----S | 1:00 | 1                 | \$4,000.00  | LV1 | 0.00          | NM   | 3     | \$12,000.00  |
|             |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       |                       |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |              |
| Week:       |    | 10/01/12          | 10/07/12        | -----S  |       |                       |      | 1                 | \$4,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/08/12          | 10/14/12        | -----S  |       |                       |      | 1                 | \$4,000.00  |     | 0.00          |      |       |              |
| Week:       |    | 10/15/12          | 10/21/12        | -----S  |       |                       |      | 1                 | \$4,000.00  |     | 0.00          |      |       |              |
| Totals      |    |                   |                 |   |       |                       |      |                   |             |     |               |      | 119   | \$178,750.00 |